Central Valley RNN Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period	October 1, 2004 - March 31, 2005		April 1, September	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
CHANNELS				
Community Clinics	Yes		Yes	
Community Youth Organizations	Yes		Yes	
Faith/Church	Yes		Yes	
Farmers' Markets/Flea Markets	No		No	
Festivals	Yes		Yes	
Food Closets/Food Pantries	No		No	
Food Stamp Offices	No		Yes	
Grocery Stores/Supermarkets	Yes		Yes	
Head Start	Yes		Yes	
Healthcare Facilities	No		No	
Healthy Start/First Five Commissions	No		Yes	
Indian Tribal Organizations	No		No	
Internet/Web	No		Yes	
Other Community Based Organizations	No		Yes	
Parks, Recreation Centers	Yes		Yes	
Print	Yes		Yes	
Public Health Department	Yes		Yes	
Radio	No		Yes	
Restaurants/Diners/Catering Trucks	Yes		Yes	
Schools (K-12)/School Districts	Yes		Yes	
Senior Centers	No		Yes	
Soup Kitchens/Congregate Meal Sites	No		No	
Television	Yes		Yes	
Universities, Community Colleges University California Cooperative	No		Yes	
Extensions	Yes		Yes	
Web/Other Media	Yes		Yes	
WIC Sites	No		No	
Worksites/Employers/Labor Groups	No		Yes	
Other	No		No	

Central Valley RNN Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year '	Totals
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	9	10,465,000	11	8,218,840	20	18,683,840
Radio						
paid radio ads	0	0	1	460,000	1	460,000
free radio ads	1	1,000,001	1	0	2	1,000,001
Print						
paid ads placed	0	0	1	50,000	1	50,000
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
RNN TOTALS	10	11,465,001	14	8,728,840	24	20,193,841
Consumer Impressions may be dupli	icate counts					

Central Valley RNN Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period		1, 2004 -	April 1, 2005 -		Year Totals	
reporting remot	March	31, 2005	Septemb	er 30, 2005	ı cur	100015
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1	•	1	•	•	•
TV						
# Agencies that submitted media alerts or						
tip sheets to TV	0	n/c	1	n/c	1	n/c
# Media alerts or tip sheets submitted	0	n/c	7	n/c	7	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# press releases submitted	62	n/c	37	n/c	99	n/c
TV stories aired from releases	0	n/c	1	n/c	1	n/c
Total TV interviews conducted	0	n/c	3	n/c	3	n/c
TV stories from interviews	0	0	1	1,043,750	1	1,043,750
Total number of TV inputs	63	0	51	1,043,750	114	1,043,750
D. 11						
Radio					1	ı
# Agencies that submitted media tip	_					
sheets to radio	0	n/c	1	n/c	1	n/c
# Media alerts or tip sheets submitted	0	n/c	10	n/c	10	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to radio	0	n/c	27	n/c	27	n/c
Radio Stories from releases	0	n/c	2	n/c	2	n/c
Total # radio interviews conducted	0	n/c	0	n/c	0	n/c
Total # radio interviews aired	0	0	0	0	0	0
Total number of radio inputs	0	0	41	0	41	0
Print						
# Agencies that submitted any tip sheets						
to newspaper	0	n/c	1	n/c	1	n/c
# Media alerts or tip sheets submitted	0	n/c	12	n/c	12	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# Press releases submitted to print	62	n/c	72	n/c	134	n/c
Total print stories printed	1	357,250	0	0	1	357,250
Interviews with print outlets	0	n/c	1	n/c	1	n/c
Print Stories from interviews	0	0	0	125,000	0	n/c
Total number of print inputs	64	357,250	87	125,000	151	357,250
RNN TOTALS	127	357,250	179	1,168,750	306	1,401,000
n/c = not collected						
Consumer Impressions may be duplicate c	ounts					

Central Valley RNN Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	norting Period I		April 1, 2005 - September 30, 2005		Year '	Γotals
Type of Advertising	Inputs	Consumer Impressions	Consumer Inputs Impressions		Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
# Feature Articles Submitted	0	n/c	1	n/c	1	n/c
Total Feature Stories Run	0	0	1	0	1	0
# Letters to Editor Submitted	0	n/c	1	n/c	1	n/c
Total Letters to the Editor Run	0	0	1	100,000	1	100,000
Total Editorial Board Meetings						
Attended	0	n/c	0	n/c	0	n/c
RNN TOTALS	0	0	4	100,000	4	100,000

n/c = not collected

Central Valley RNN Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year '	Year Totals	
Activity RNN CONTRACTS	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions	
Grocery Stores							
•			26	1 001	26	1 001	
# taste tests at grocery stores	0	0	26	1,881	26	1,881	
# grocery store tours	97	104	101	2,197	198	2,301	
# other grocery promotions	0	0	9,651	29,499	9,651	29,499	
Total Grocery Store Events	97	104	9,778	33,577	9,875	33,681	
Farmer's Markets							
# farmer's market taste tests	0	0	21	1,680	21	1,680	
# farmer's market tours	0	0	0	0	0	0	
# other farmers market events	0	0	23,067	70,996	23,067	70,996	
Total Farmers Market Events	0	0	23,088	72,676	23,088	72,676	
Restaurants							
# taste tests at restaurants	0	0	0	0	0	0	
# restaurant tours	0	0	0	0	0	0	
# other restaurant promotions	0	0	1	70	1	70	
Total Restaurant Events	0	0	1	70	1	70	
School and Worksite Food Service							
# cafeteria merchandising	0	0	1,144	286,761	1 144	286,761	
					1,144	280,701	
# menu promotions	0	0	0	0	0	0	
# other school and worksite promotions	0	0	0	0	0	0	
Total School and Worksite	+	<u> </u>	U	<u> </u>		<u> </u>	
Events	0	0	1,144	286,761	1,144	286,761	

Reach of Sales Promotions Activities continued on the next page

Central Valley RNN Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2) October 1, 2004 - March April 1, 2005 - September **Year Totals** Reporting Period 31, 2005 30, 2005 Number of Number of Total Number of **Participants** Number of **Participants Total Number** Events / (Consumer Events / (Consumer of Events / Consumer Impressions) Activities Impressions) Activities Impressions Activity Activities RNN CONTRACTS 1 1 Other Special Events # organized sports events 1 40 0 0 1 40 8 2,125 37 5,711 45 7,836 # health fairs 0 0 4 775 4 775 # festivals 0 0 1 1 # community forums 1 1 # federal food assistance 0 0 0 0 0 0 0 0 0 0 0 0 # walk to school # TV turn off 0 0 0 0 0 0 0 0 4 20,373 4 20,373 # radio remotes 0 0 0 0 0 # of other events 0 **Total Special Events** 9 2,165 46 26,860 55 29,025 RNN TOTALS 106 34,163 422,213 2,269 34,057 419,944

Central Valley RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be in/alluded in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Post antin a Post of	October 1, 2004 -		April 1, 2005 -		Year Totals	
Reporting Period	March 3	31, 2005 September 30, 2005		r 30, 2005	Teal Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
RNN CONTRACTS	1		1			
Classes and Trainings						
# nut ed classes conducted	65	348	447	23,308	512	23,656
# provider training classes	1	8	1	8	2	16
# nutrition decathlon	0	0	87	1,973	87	1,973
# pa-nut class	0	0	0	0	0	0
# "other" classes	0	0	0	0	0	0
Total Classes and Trainings	66	356	535	25,289	601	25,645

Reach of Network Personal Sales Activities for RNNs on the following page

	C	entral Vall	ov RNN			
Reach Pe			Y	05 (Page 2 o	f 4)	
Reporting Period	October March 3		April 1 Septembe		Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
RNN CONTRACTS	1		1			
Materials Distributed						
Newly Developed Materials						
# curriculums and lessons developed	0	n/c	0	n/c	0	n/c
# promotional items developed	0	n/c	67,959	n/c	67,959	n/c
# other items developed	0	n/c	0	n/c	0	n/c
Total Newly Developed Materials	0	n/c	67,959	n/c	67,959	n/c
Previously Developed Materials						
# curriculums and lessons previously developed	131	n/c	245	n/c	376	n/c
# promotional items previously developed	4,078	n/c	15,869	n/c	19,947	n/c
# other items previously developed	131	n/c	209	n/c	340	n/c
Total Previously Developed Materials	4,340	n/c	16,323	n/c	20,663	n/c
Other Nutrition Materials, Non-Network Produced						
# Other Program curriculum previously developed	0	n/c	0	n/c	0	n/c
# Other Program promotional item previously developed	0	n/c	0	n/c	0	n/c
# Other Program other types of materials previously developed	0	n/c	0	n/c	0	n/c
Total Other Nutrition Materials, Non-Network Produced	0	n/c	0	n/c	0	n/c
11						
n/c = not collected People of Notwork Personal Sales Ac	etivities for DN	No on the fell-	uina nozo			
Reach of Network Personal Sales Ac Consumer Impressions may be dupl		ins on the follo	wing page			
Consumer impressions may be dupi	icate coulits					

Central Valley RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

October 1, 2004 - April 1, 2005 - Year Tota March 31, 2005 September 30, 2005		April 1, 2005 - September 30, 2005		Γotals	
Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
1		1			
0	n/c	0	n/c	0	n/c
0	n/c	0	n/c	0	n/c
0	n/c	0	n/c	0	n/c
0	n/c	250	n/c	250	n/c
0	n/c	250	n/c	250	n/c
	Quantity Distributed 1 0 0 0	Quantity Distributed Consumer Impressions 1 0 n/c 0 n/c 0 n/c 0 n/c	Quantity Distributed Consumer Impressions Quantity Distributed 1 1 0 n/c 0 0 n/c 0 0 n/c 0 0 n/c 0 0 n/c 250	Quantity Distributed Consumer Impressions Quantity Distributed Consumer Impressions 1 1 0 n/c 0 n/c 0 n/c 0 n/c 0 n/c 0 n/c 0 n/c 0 n/c 0 n/c 0 n/c	March 31, 2005 September 30, 2005 Quantity Distributed Consumer Impressions Quantity Distributed Consumer Impressions Quantity Distributed 0 n/c 0 n/c 0 0 n/c 0 n/c 250

n/c = not collected

Reach of Network Personal Sales Activities for RNNs on the following page

Central Valley RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)									
Reporting Period	October	ber 1, 2004 - April 1, 2005 - Year To		Totals					
Activity	Number of Websites	Number of (Duplicate Number of (Duplicate 7				Total Internet Hits (Duplicate Count)			
RNN CONTRACTS	1		1						
Internet									
# Websites	1	n/a	1	n/a	n/a	0			
Total Internet 1 n/a 1 n/a n/a 0 RNN TOTALS 4,407 356 85,068 25,289 89,473 25,645									
n/a = not applicable									

Central Valley RNN

Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October :	1, 2004 -	April 1, 2005 -		
rehorning Lettor	March 3	1, 2005	September 30, 2005		
	Support Policy	Percent of	Support Policy	Percent of	
Activity	Change	Agencies	Change	Agencies	
RNN CONTRACTS	1	100%	1	100%	
ENVIRONMENT					
Developed and maintained partnerships to					
work towards environmental change	Yes		No		
Developed/maintained school or community					
garden	Yes		No		
Encouraged restaurants and grocery stores to					
carry culturally appropriate foods and					
healthier choices	No		No		
Improved access and appearance of stairwells	Yes		No		
Improved food choices in cafeterias and	37		N.		
worksites Improved transportation to and from	Yes		No		
markets	Yes		No		
Increased daily nutrition announcements,	165		110		
tips and posters in schools and worksites	Yes		Yes		
Increased distribution and access to fruits	103		100		
and vegetables in local stores	Yes		No		
Increased fruits and vegetables at group					
functions	Yes		Yes		
Increased lighting, paths, times to promote					
biking and walking	No		No		
Increased promotion of and access to					
information for federal food assistance					
programs	Yes		Yes		
Initiated/Implemented farmers' market,					
coop, CSA or other agriculture related					
environmental change	No		Yes		
Initiated/Implemented school salad bar					
program	Yes		Yes		
Limited access to high fat milk products	Yes		Yes		
Limited access to soda	No		No		
Limited access to unhealthy foods	No		No		
Made healthy snack carts available	Yes		No		
Replaced vending machine choices with	5-				
healthier foods	Yes		Yes		

RNN TOTALS

Policy, Systems & Environment changes continue on the next page.

Central Valley RNN Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1 September	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
POLICY				
Adopt local policies that require sidewalks, bike paths and safe routes	Yes		Yes	
Establish policies that make after school programs are available and promote				
nutrition and physical activity	No		No	
Established commercial free schools	No		No	
Established policies about serving healthier foods at meetings or event	No		No	
Established policies regarding food stamps, food security or food banks	No		No	
Established policies that decreased unhealthy foods and beverages at schools	No		No	
Established policies that ensure implementation of physical education in K-12	No		No	
Established policies that require at least 50% of food in school food service are	110		110	
healthy options	Yes		No	
Established policies to encourage development of healthy food vendors	No		No	
Ratified rules to promote physical activity	Yes		Yes	
Worked with Farmers' Markets to increase participation in food assistance programs	No		No	
Worked with groups for policy agenda	Yes		Yes	